

CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002

GENERAL INSTRUCTIONS, TERMS & CONDITIONS

The City of Houston's Administration and Regulatory Affairs Department is soliciting services from qualified consultancies/contractor(s) to perform a taxicab industry study. Qualifications solicited for this service shall be in accordance with the terms, conditions, and instructions set forth in this Request for Qualifications (RFQ). This contract will be for a one-year period.

Prospective consultancies/contractor(s) needing additional information/clarification to this request for qualification (RFQ) are requested to e-mail questions to Joyce Hays at joyce.hays@houstontx.gov. The deadline for submitting questions is **Monday, January 21, 2013 at 5:00 PM CDT. No questions will be accepted after deadline.** All questions will be answered via letter of clarification to this RFQ and posted on the City's e-bidding website and automatically e-mailed to all who registered to receive this RFQ.

Please review the Statement of Work below. If you believe that your consultancy/firm meets the minimum requirements as outlined in the Statement of Work of the RFQ, please submit your Statement of Qualifications (SOQ) to Joyce Hays, via one of the methods listed below by **February 1, 2013 at 2:30 PM CDT. No SOQ's will be accepted after deadline.**

E-mail: (Preferred Method): joyce.hays@houstontx.gov

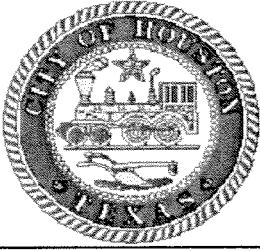
Mail:
City of Houston
Strategic Purchasing Division (Suite B500, Room B520)
901 Bagby Street
Houston, Texas 77002

STATEMENT OF WORK

The City requests information from proposers who have a full-range of expertise and experience in evaluating taxicab service.

1.0 BACKGROUND

- 1.1 The City of Houston regulates vehicles-for hire, including taxicabs, to ensure the health and safety of the riding public, and to encourage the operation of professional transportation services in the Houston area. Chapter 46 of the City of Houston Code of Ordinances establishes the standards, regulations, permitting and licensing requirements for the vehicle-for-hire industry operating within the city of Houston. Approximately 4,500 taxicabs operators and drivers are licensed to operate in the city of Houston.
- 1.2 The City has identified a need to assess and improve its methods of regulating taxicabs. During the past couple of years, the City has explored, and in certain instances implemented, methods and initiatives to improve the taxicab regulatory framework, business model, and services within Houston. Certain changes are required to address enforcement, regulatory and industry



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002

concerns and to continue to encourage a professional for hire operation. Changes, including technological enhancements, also provide an opportunity to improve the taxicab passenger experience, driver operations and passenger and driver safety.

- 1.3 The City has identified several areas regarding taxicab service, business models and regulatory systems requiring a more thorough review including taxicab demand and supply, permit computation and distribution, permit leasing, industry market structure, and dispatch systems/markets.
- 1.4 The City has encountered difficulties in evaluating the potential industry impacts and policy implications of any potential and/or proposed taxicab regulations and initiatives due to a lack of data/information on the structure and economics of the taxicab industry. Therefore, the City is interested in gaining additional insight into the industry's business and economic structure.
- 1.5 In order to most effectively implement City ordinances, several cities throughout the United States and Canada have initiated taxicab industry studies including, but not limited to, Chicago, San Francisco, Atlanta, Austin, San Antonio, Regina, Los Angeles, Calgary, and Santa Monica.

2.0 PURPOSE

The City of Houston is requesting proposals from qualified proposers to perform a taxicab industry study. The minimum criteria are outlined in the Scope of Work below. Based upon your experience, the City will accept comments on whether these criteria are correct, and suggestions regarding other requirements that you believe the City should consider.

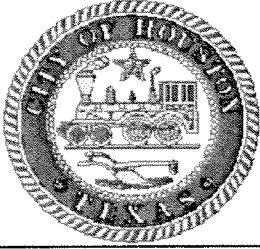
- 2.1 The proposer will conduct research and analysis regarding best practices of the taxicab industry and the current state of the industry in Houston.
- 2.2 The proposer will deliver a formal report which discusses the findings and articulates recommendations to guide the city's future regulation of the industry.

3.0 SCOPE OF WORK

The Scope of Work is to be used as a general guide and is not intended to be a complete list of all work necessary to complete the project. All written deliverables are subject to City approval. The proposer is charged with conducting research, performing analysis, developing recommendations and providing detailed reporting pertaining to the following:

3.1 General

- 3.1.1 **State of the industry:** Conduct a comprehensive assessment of the taxi industry in the



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

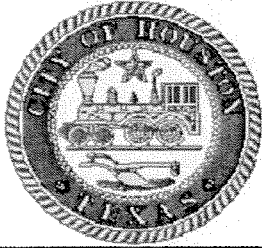
**STRATEGIC
PURCHASING DIVISION**
901 Bagby Street, Concourse
Level
Houston, Texas 77002

city of Houston. Develop a detailed picture of the industry's economics, business plan, and business relationships between industry members. Outline the current system of regulations, the size composition of the taxicab industry in the city, and perceptions and concerns about taxicabs.

- 3.1.2 **Services:** Evaluate service provided by the taxi industry. Include an assessment of the current dispatch system/market. Explore the advantages/ disadvantages of different dispatch systems including centralized dispatch.
- 3.1.3 **Best Practices:** Provide a summary of industry 'Best Practices' pertaining to regulation, administration and operation issues, as well as, an evaluation of the current city of Houston conditions compared to these 'best in class' standards.
- 3.1.4 **Taxicab Regulatory Models:** Compare the City's current taxicab regulatory model to other models. Include in the review a discussion of the advantages/disadvantages of different methods to regulate taxi service. The regulatory methods to be examined must include discussion of operating permits, franchises, and medallions.
- 3.1.5 **Taxicab Industry Models:** Compare the City's current taxicab industry market structure to other industry structures. Explore the advantages/ disadvantages of the different structures including industry consolidation.
- 3.1.6 **Regulatory Limitations:** Determine the limitations of current regulations in order to improve the City's ability to recommend and manage public policy (i.e., data gaps, business to driver relationship management, etc.)
- 3.1.7 **Recommendations:** Provide recommendations to guide the City's future regulation of the industry. The proposer will make recommendations for governance, regulation and operational changes to successfully administer and manage the City's taxicab fleet.
- 3.1.8 Identify resources required for the implementation of the alternatives and recommendations to meet the needs of the City of Houston.

3.2 Permits / Service Demand

- 3.2.1 Review and analyze the current number of permits. Determine if the distribution of permits is balanced and if the demand for service is being met.
- 3.2.2 Using industry best practices and industry-specific models, recommend the appropriate number of permits to provide optimal service in the city of Houston.



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002

3.2.3 Review and analyze the City's current distribution methodology and computation formula used to determine the number of available permits. Recommend options for distribution of future permits. Include a comparison of distribution methods used in other cities.

3.3 Permit Leases

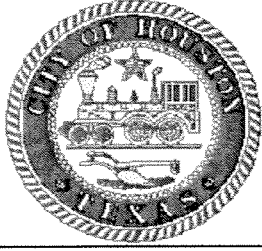
3.3.1 Currently, the City does not regulate permit lease rates. However, the City does regulate taxicab meter rates. The City is concerned that its current approach creates a monopoly environment in which lease drivers are at a significant disadvantage. Review and assess the current state of leasing in the Houston cab industry, and in other jurisdictions.

3.3.2 Explore the advantages/disadvantages of permit lease regulation options. Determine whether the City should regulate taxicab permit leases.

4.0 Submission of Statement of Qualifications

4.1 The City of Houston's Administration and Regulatory Affairs Department is requesting qualified consultancies/contractor(s) to submit their SOQ. To qualify for the contract award, the consultancy/contractor(s) **MUST**, at a minimum, include:

- A specific statement of qualifications (SOQ) for this RFQ. The length of the submittal document shall not exceed 10 pages (single sided). The SOQ shall state the consultancy/consultant qualifications and experience in the area of the taxi industry in a municipal environment. (If possible, the consultancy/contractor shall expand upon its qualifications and experience in the Public Sector. Specific, relevant experience with the taxi industry in a municipal environment should be highlighted.
- An explanation of the consultancy/contractor understanding of the project and provide a project approach and detailed scope of services, including anticipated work tasks and deliverables. Provide a tentative project schedule.
- Description of the tools, methodologies and frameworks used to complete the work effectively. Provide any additional information that demonstrates understanding and insights related to the project scope.
- Evidence of significant experience and knowledge regarding the taxi industry.
- Proof of experience successfully completing recent and relevant projects with similar conditions and similar scopes of work.
- Proof of knowledge and experience in proven best practices in the taxi industry in a



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

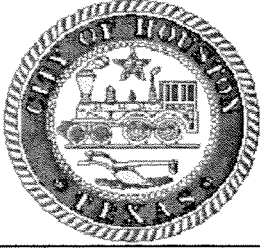
STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002

municipal environment.

- Proof of knowledge, education and experience in identifying and developing an overall action plan as it relates to the taxi industry for a municipality.
- Proof of knowledge and experience with developing relationships, engaging, and reporting to a range of stakeholders including, but not limited to organizational management, employees, committees, councils, and any other applicable stakeholder.
- Proposers must demonstrate an understanding of the project scope and requirements. Briefly outline in no more than one page the key issues as the Proponent understands them in an executive summary.
- Please provide an overview of your company, explaining your primary lines of business, size (gross annual revenues), organization, geographic areas served, and length of time in your current business. Briefly describe any similar projects already deployed.
- Please provide a detailed list of references showing your expertise and experience in providing the services requested. A minimum of three (3) references are required for this RFQ. References should include a brief project description, contact names, addresses, phone numbers and e-mail addresses for verification of previous products and services provided.
- Proposals must list the names, agency(s), contact person, telephone numbers, resumes and the profile of expected participants in the services being provided. There may be subsequent instructions, if any, issued to the selected contractor in connection with the final process.

Additionally, the documents listed below must be provided with the QP:

| TABLE 1 - REQUIRED FORMS |
|--|
| Affidavit of Ownership.doc |
| Fair Campaign Ordinance.doc |
| Statement of Residency.doc |
| Drug Forms . |
| Pay or Play Acknowledgement Form & Certification of Agreement to Comply with Pay or Play |
| All Applicable Licenses/Certifications as Required in Scope of Work/Specifications |



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

**STRATEGIC
PURCHASING DIVISION**
901 Bagby Street, Concourse
Level
Houston, Texas 77002

Conflict of Interest Questionnaire

* *All forms can be downloaded from the following link:*

http://purchasing.houstontx.gov/solicitation_forms.html Offeror will be able to click and print each required document from this site.

5.0 Qualification Evaluation Criteria

5.1 In evaluating the submitted SOQ's, the following criteria will be used when evaluating the RFQ responses:

| Evaluation Criteria | Allotted Points |
|--|------------------------|
| Relevant Experience/Expertise/Qualifications | 40% |
| Project Approach and Understanding | 30% |
| Clarity of Proposal | 10% |
| Availability (the study will commence immediately upon award of the contract. For scheduling purposes, the proposer should assume a start date of April 1, 2013. | 10% |
| Conformance to the RFQ requirements | 10% |
| Total Points | 100 |

* Hire Houston First Preference Points (City Business = five (5) extra percentage points or Local Business = three (3) extra percentage points and Non-City and Non-Local Business will receive zero (0) extra percentage points).

- **HIRE HOUSTON FIRST**

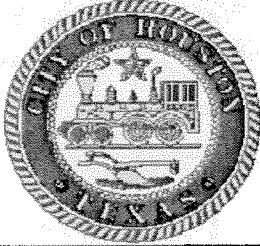
Designation as a City Business or Local Business

To be designated as a City or Local Business for the purposes of the Hire Houston First Program, as set out in Article XI of Chapter 15 of the Houston City Code, a bidder or proposer must submit the **Hire Houston First Application and Affidavit ("HHF Affidavit")** to the Director of the Mayor's Office of Business Opportunities and receive notice that the submission has been approved prior to award of a contract. Bidders are encouraged to secure a designation prior to submission of a bid or proposal if at all possible.

Download the HHF Affidavit from the Office of Business Opportunities Webpage at the City of Houston e-Government Website at the following location:

www.houstontx.gov/obo/moreforms/hirehoustonfirstaffidavit.pdf

Submit the completed application forms to: Mayor's Office of Business Opportunity, One Stop Business Center, 900 Bagby St., Public Level, Houston, TX 77002 or Applications may be submitted via e-mail to HHF-MOBO@houstontx.gov or faxed to 832.393.0952.



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002

Award of Procurement Pursuant to a Request for Proposal, Best Value Solicitation or Alternative---Pursuant to Chapter 15 of the City Code of Ordinances

IN EVALUATION OF A PROPOSAL SUBMITTED UNDER ANY OF THE ABOVE PROCUREMENT METHODS, THE CITY SHALL AWARD EXTRA POINTS EQUAL TO

- **THREE PERCENT** OF THE TOTAL EVALUATION POINTS AVAILABLE TO A "LOCAL BUSINESS," AS DEFINED IN SECTION 15-176 OF THE CITY OF HOUSTON CODE OF ORDINANCES, AND
- **FIVE PERCENT** OF THE TOTAL EVALUATION POINTS AVAILABLE TO A "CITY BUSINESS," AS DEFINED IN SECTION 15-176 OF THE CITY OF HOUSTON CODE OF ORDINANCES
- UNLESS THE USER DEPARTMENT DETERMINES THAT AN AWARD TO THE LOCAL OR CITY BUSINESS WOULD UNDULY INTERFERE WITH CONTRACT NEEDS, AS PROVIDED IN SECTION 15-181 OF THE CODE.

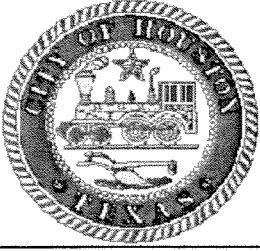
5.2 SELECTION PROCESS

5.2.1 The award of this agreement will be made to the best respondent(s) offering the response which best meets the needs of the City. The City may make investigations, as it deems necessary, to determine the capabilities of each respondent. Therefore, the respondent shall furnish to the City such data as the City may request for this purpose. The City reserves the right to reject any offer if the evidence submitted by or the investigation of the respondent fails to satisfy the City or the respondent is deemed unqualified to provide the services contemplated.

5.2.2 The City of Houston has sole discretion and reserves the right to cancel this RFQ or to reject any or all SOQ received prior to contract award.

6.0 LOBBYING AND OTHER FORMS OF INFLUENCE PROHIBITED

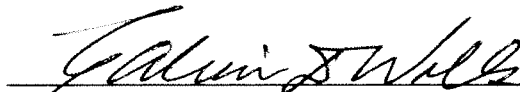
6.1 Neither Offeror(s) nor any person acting on Offeror(s)'s behalf shall attempt to influence the outcome of the contract award by the offer, presentation or promise of gratuities, favors, or anything of value to any member of the RFQ evaluation committee, any appointed or elected official or employee of the City of Houston, their families or staff members. All inquiries regarding the solicitation are to be directed to the designated City Buyer identified on the first page of the RFQ. Upon issuance of the RFQ through the pre-award phase and up to the award of a contract, aside from Offeror's formal response to the RFQ, communications publically made during the official pre-submittal conference, written requests for clarification during the period officially designated for such purpose by the City Buyer and communications during an oral interview, scheduled at the request of and for the benefit of the RFQ evaluation committee, if any, neither Offeror(s) nor persons acting on their behalf shall communicate with any member of the RFQ evaluation committee, appointed or elected official or employee of the City of Houston, their families or staff through written or oral means in an attempt to persuade or influence the outcome of the contract award or to obtain or deliver information intended to or which could



CITY OF HOUSTON
ADMINISTRATION & REGULATORY
AFFAIRS DEPARTMENT
S37- Q24488
NOTICE OF REQUEST FOR QUALIFICATION

STRATEGIC
PURCHASING DIVISION
901 Bagby Street, Concourse
Level
Houston, Texas 77002

reasonably result in an advantage to any Offeror. However, nothing in this paragraph shall prevent Offeror from making public statements to the City Council body convened for a regularly scheduled session after the RFQ evaluation committee has made its official selection and presented same to Council for action.


Calvin D. Wells, ARA Deputy Director
City Purchasing Agent

1-15-13
Date